## What is claimed is:

- 1. A method for operating a data broadcasting system that executes a data broadcast under a client-server environment, the method comprising the steps of:
- (a) downloading a data service table for a specific application at the client;
- (b) providing an advertisement image and concurrently performing a data receiving process with reference to the data service table; and
- (c) executing the specific application using data files extracted through the data receiving process.
- 2. The method according to claim 1, wherein the data service table comprises advertisement image-relevant information used to confirm whether an advertisement image file exists.
- 3. The method according to claim 2, wherein the step (b) comprises the steps of:

confirming whether the advertisement image-relevant information exists with reference to the data service table;

if the advertisement image-relevant information exists, downloading at least one vendor section from the server; and

executing the advertisement image file extracted from the at least one vendor section.

- 4. The method according to claim 1, wherein the advertisement image is generated by a combination of the advertisement image files extracted from the at least one vendor section.
- 5. The method according to claim 1, wherein the advertisement image is comprised of any one selected from the group consisting of a still image or a moving picture.
- 6. The method according to claim 1, wherein the advertisement image is outputted on a predetermined region of a screen if a video broadcast is being replayed on a screen.
- 7. The method according to claim 1, wherein the advertisement image is outputted on a full screen if any one of an audio broadcast and an independent data broadcast is being replayed on a screen.
- 8. The method according to claim 1, wherein, when a power is turned on or a channel is changed at the client, a data broadcast for the specific application begins.
- 9. A data broadcasting system of executing a data broadcast under a client-server environment, wherein the system provides an advertisement image with reference to a data service table provided from a server while a client receives data.

- 10. The system according to claim 9, wherein the client receives data from the time of downloading a plurality of data sections relevant to an application included in the data service table to the time of providing a plurality of final data files to the application.
- 11. The system according to claim 9, wherein the data service table comprises application-relevant information and advertisement image-relevant information.
- 12. The system according to claim 9, wherein the client determines whether to download an advertisement image file on the basis of the advertisement image-relevant information.
- 13. The system according to claim 9, wherein the advertisement image is comprised of any one selected from the group consisting of a still image or a moving picture.
- 14. The system according to claim 9, wherein the advertisement image is outputted on a predetermined region of a screen if a video broadcast is being replayed on a screen.
- 15. The system according to claim 9, wherein the advertisement image is outputted on a full screen if any one of

an audio broadcast and an independent data broadcast is being replayed on the screen.

16. The system according to claim 9, wherein, when a power is turned on or a channel is changed at the client, a data broadcast for the specific application begins.